





## "OLYMPIC" OPPORTUNITIES IN GREECE



### **USDA/FAS-SPONSORED TRADE MISSION**

(January 27–30, 2003)

### AND/OR

### 16<sup>th</sup> INTERNATIONAL FOOD AND DRINKS EXHIBITION

(January 30-February 3, 2003)

- Are you interested in exploring opportunities to work with caterers bidding on contracts for the 2004 Olympic Games?
- Are you a U.S. exporter of consumer-ready foods interested in selling products to the retail and/or hotel restaurant sectors?
- Do you want to learn how to break into the untapped Greek market?
- Are your products in Greece, but you want to increase sales?

(Space limited to 10 companies)

# WHY GREECE? Greece is hosting the 2004 Summer Olympic Games. • Greece is the 15<sup>th</sup> most popular tourist destination in the world, with 12 million visitors per year. • In 2004, tourism WILL MORE THAN DOUBLE to 25 million visitors. Greece must import food to meet demand. Greek companies are looking for suppliers to meet the increased demand. Catering contracts will be awarded in April 2003. DON'T LET IT BE "ALL GREEK" TO YOU! Greece is an import-dependent country with a population of 11 million. The Greek economy continues to steadily improve, particularly now that it has joined the European Economic Monetary Union (EU). While Greece is still not as strong economically as some of the other EU member states, disposable income and the food-related economy are growing quickly. As a result, there are many new markets developing for high quality and ethnic foods in the retail, hotel, restaurant, and catering industries. There is also tremendous potential in the tourism industry.

### **BEST PRODUCT PROSPECTS:**

- nuts
- frozen foods (vegetables, convenience foods)
- seafood products (especially frozen)
- snack foods (both salted and sweet)
- peas, beans, lentils

- beer
- wine
- cereals
- organic products
- meats (fresh and frozen)

Join our trade mission, participate in the International Food and Drinks Exhibition or take advantage of both opportunities.

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### THE MISSION

The Mission, focusing on the hotel and restaurant industry and retail food sector, will consist of: a market orientation, a presentation by a catering representative of the Organizing Committee of the Olympic Games, one-on-one appointments with qualified trading partners, reception/tabletop exhibit with qualified traders, and a visit to the International Food and Drinks Exhibition.

<u>Dates</u>: January 27–30, 2003

<u>Application Deadline</u>: November 30, 2002 (application form by request)

<u>Cost</u>: \$750.00 (Fee includes all mission activities. The fee does not cover airfare, hotel, meals, or incidentals.)

<u>Contact</u>: <u>Shani.Zebooker@usda.gov</u> or <u>Mark.Ford@usda.gov</u>

(202) 720-2075 (202) 690-3657

#### THE SHOW

The International Food and Drinks Exhibition is the largest and most important show in Greece. The 2003 show is expected to be "the" show, as Greek food and beverage importers gear up for the 2004 Olympics. FAS is organizing a USA Pavilion, offering a variety of booth sizes and configurations. FAS can also arrange for a bilingual contractor to showcase your products and collect trade leads.

Dates: January 30-February 3, 2003

<u>Application Deadline</u>: November 30, 2002 (application form by request)

<u>Cost</u>: Approximately \$2,412 (12 sq meter booth, including basic furnishings)

<u>Contact</u>: <u>Sharon.Cook@usda.gov</u> or <u>SynodinouD@fas.usda.gov</u>

(202) 720-3425 (011-30-10) 720-2798





# Trade Mission and Show Athens, Greece



(Subject to Change)

Monday, January 27	Arrive in Athens by 4 p.m.
First Day of Mission	Brief orientation meeting at hotel; No-host dinner at Plaka
Tuesday, January 28	Speakers Program
	No-host lunch
	Site tours of supermarkets, catering facilities, and other specialized processing/packaging facilities based on participants' interests
	Importer Reception/Tabletop Exhibit
Wednesday, January 29	Four one-on-one meetings with qualified trading partners
Thursday, January 30	Free time for additional meetings or for booth set-up Visit International Food and Drinks Exhibition Meet booth representative (if hiring contractor)
Last Day of Mission Opening Day of Show	Show hours: 5:30 p.m. to 9 p.m.
Friday, January 31	
First Business Day of Show	Show hours: Noon to 9 p.m.
Saturday, February 1	Show hours: 11 a.m. to 9 p.m.
Sunday, February 2	Show hours: 11 a.m. to 9 p.m.
Monday, February 3 Closing Day of Show	Show hours: 11 a.m. to 6 p.m.